EDWIN T. MEREDITH

1876-1928

92 M558

Keep Your Card in This Pocket

Books will be issued only on presentation of proper library cards.

Unless labeled otherwise, books may be retained for four weeks. Borrowers finding books marked, defaced or mutilated are expected to report same at library desk; otherwise the last borrower will be held responsible for all imperfections discovered.

The card holder is responsible for all books drawn on this card.

Penalty for over-due books 2c a day plus cost of notices.

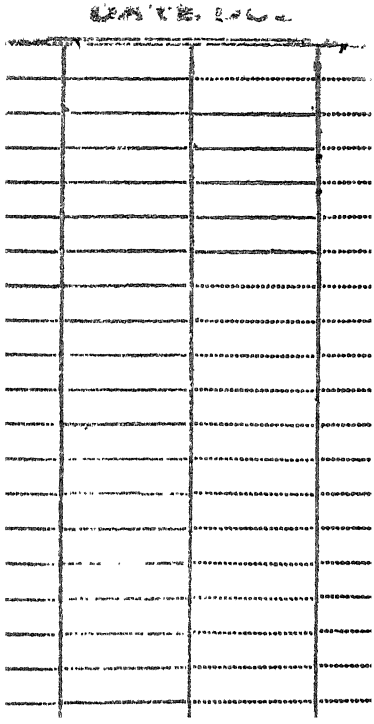
Lost cards and change of residence must be reported promptly.

Public Library
Kansas City, Mo.

Keep Your Card in This Pocket

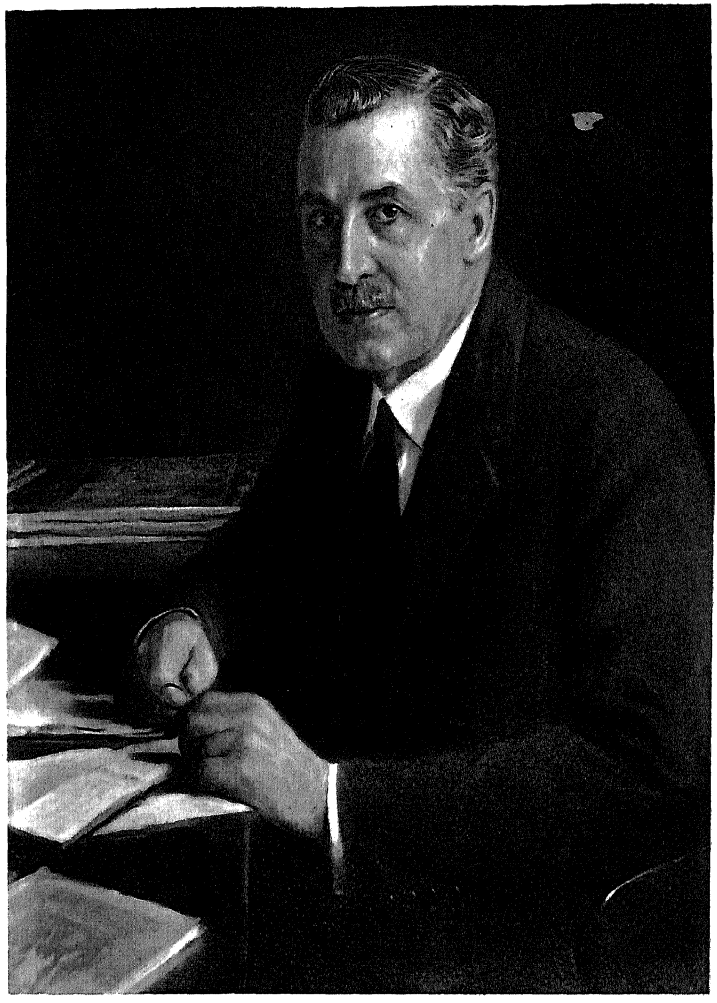
BERKOWITZ ENVELOPE CO., K. C., MO.

0 0001 0428008 6



EDWIN T. MEREDITH

1876-1928



Edwin T. Meredith

1876-1928

A Memorial Volume

Des Moines
Meredith Publishing Company
MCMXXXI

Contents

HIS LIFE 7

THE MEMORIAL SERVICE 25

FROM HIS MAGAZINES 29

FROM THE PRESS 39

THE RESOLUTIONS 53

His Life

HAD the story of Edwin T. Meredith's life been written as an anonymous romance, critics would have called it a thing of inspiration, a story of happiness mixed with bits of disappointment, a story in which the hero moved rapidly to his place at the top, and then they would have summed it all up with the label "highly improbable" or perhaps even "totally impossible."

Had a Highland Park College student suggested to a classmate 35 years ago, that young Ed Meredith, whose tangible assets were non-existent, would in a short quarter of a century rise from the obscurity of a little printing shop to the fame rightfully granted to the leaders of a great nation, that classmate might have been jeered.

It would not have been unreasonable to suggest that this Iowa farm boy might some day become a leader among farmers; it would have been conceivable that he might become an authority on farming and farm problems.

It would not have been unreasonable to suggest that he might renounce his interest in agriculture and win for himself a place in the world of business.

It would not have been difficult to believe that he

might, by dint of earnest effort, make of himself an able politician and by the time he had served his party for forty or fifty years, become a political power and a party leader.

But it would have been too much to suppose that a farm boy could, in a period of twenty-five or twenty-six years, climb to a commanding place among the leaders of American agriculture, become an outstanding figure in the field of American business and finance and win thru recognition of sheer ability a powerful seat in the councils of a great political organization.

Yet Edwin T. Meredith accomplished all of these things.

Because he had mastered all that the little one-room country schools, the rural schools of the 1880's, had to offer, Ed Meredith, farm born and reared, came to Des Moines to matriculate in the business school of Highland Park College.

His grandfather was a Des Moines publisher—a well-to-do retired farmer—whose enthusiasm for the cause of Populism and Greenbackism had led him to found a weekly county farm paper under the name of The Farmers' Tribune. But The Farmers' Tribune was very much of a struggling paper and always had been. It was kept alive only thru Uncle Tommy Meredith's practice of increasing his capital investment. Too, by the time young Ed had reached the

age of 16 and had graduated from the country schools, Uncle Tommy was getting old.

During the first few months at Highland Park College, young Ed had been helping his grandfather on The Farmers' Tribune. At first, Ed's job was one of general assistant to everybody. As such, he learned the printing business.

And before Ed had completed even his first year at Highland Park, Uncle Tommy asked him to spend all of his time helping on the paper. Soon Ed was bookkeeper, then he began to help his grandfather conduct the correspondence, and he started to sell advertising.

When Ed at 19 was married, Uncle Tommy gave Ed The Farmers' Tribune as a wedding present.

The Farmers' Tribune was still very much of a struggling paper—it wasn't paying its own way—Populism was on the wane. The prospects were not very bright for this 19-year-old boy and his wife, with no capital and a dying paper on their hands.

But the young publisher had ideas, a tremendous enthusiasm, and an unbelievable supply of energy. He told his mother that the days were gone in which The Farmers' Tribune had been a county farm paper, that he was going to send a sample copy of The Farmers' Tribune to every farmer in the state of Iowa—and his mother thought her son crazy.

The champion of Greenbackism was turned into

a non-partisan farm paper, with a circulation statewide in extent. Tobacco and liquor advertising was refused. It became, in a small way, a paying proposition. But this young Ed Meredith had visions of a greater farm paper.

Then it was that Mr. Meredith's genius as a publisher proved itself. He could sense what people wanted in a publication—he could surround himself with capable men and inspire in them a tremendous loyalty to the ideals of the organization he was creating.

Mr. Meredith believed that American agriculture was not national in character. He believed that soil and climatic conditions made certain types of agricultural practice more profitable in certain large sections than in other areas. He saw the farmers of the south growing cotton and tobacco—he recognized that on the Pacific coast, an orchard type of agriculture was rapidly developing.

Different from both of those agricultures was the large scale cattle ranching of the Rocky Mountain territory, and still different, the diversified agriculture of the mid-western plains country. He believed that a farm magazine concentrating its editorial columns on the farm problems of one type of agriculture could best serve those farmers that necessarily followed that particular type of agricultural practice. The diversified agriculture of the Middlewest was

chosen as being the most profitable of these "farming sections."

Unpartisan, non-political, practical Successful Farming was founded in 1902. Paid advertising was not accepted until a circulation of 100,000 had been built—a circulation large enough to command an advertising rate of 50 cents the agate line.

Two years later The Farmers' Tribune was sold. Mr. Meredith wanted to devote all of his time to this new publication of his—the one he had founded.

It wasn't long after Successful Farming had been recognized as a success that Mr. Meredith began to plan for a magazine that would serve the home lovers of town and city in a way similar to that of Successful Farming on mid-western farms.

Ten years after the founding of Successful Farming, there appeared a small advertisement asking for subscriptions to this new publication, the publication that in another twelve years would be Better Homes and Gardens. This and that interfered, the subscription money received from the first advertisement was returned, and not until the war flurry had calmed a bit did the first issue of Fruit, Garden and Home take its bow in the summer of 1922. Two years later the name was changed to Better Homes and Gardens.

Again Mr. Meredith had judged correctly the temper of the American people.

Dairying held an important role in tiding agriculture over its post-war depression. Nutrition experts were emphasizing the value of dairy products in maintaining the national health. Mr. Meredith believed that dairying should be more widely adopted on mid-western and middle-Atlantic farms. He bought Kimball's Dairy Farmer—circulation less than 50,000—remade it editorially, established new circulation policies, and published the first copy of The Dairy Farmer in October, 1922, as a dairy farm publication of truly national scope. As the interest in dairy farming increased among the farmers of the Middlewest, Successful Farming and The Dairy Farmer were merged. That was in 1929.

Mr. Meredith not only had ability for sensing the admitted needs of the public, but also had the genius to recognize innovations that were needed and not recognized.

There was, for instance, this question of definitely interesting the ambitious farm boy and girl in farm life. When a boy on his father's farm, young Ed had been given a pig—a pig so sickly and runty that there was no excuse for putting it into the feedlot. He bottle-fed the young porker, cared for it, fattened it, and grudgingly sold it. A small incident, a passing matter to the father, but an incident that later had a great influence on a national movement.

For the incident stuck in Mr. Meredith's mind,

and years later was the inspiration that gave impetus to what is now the national boys' and girls' club movement, a movement in which Mr. Meredith showed the most vital interest and whose success is in a large way due to his efforts.

Certain it is that the sickly pig episode was the moving factor in Mr. Meredith's establishment of a $200,000 loan fund from which the farm boy or girl could borrow the money to buy the pig, calf, the seed, or whatever it was that interested him. The money from the loan fund enabled the farm boy and girl to have property rights, to have something of his very own.

Mr. Meredith asked only that the parents sign the note as evidence of their consent to the venture, that the county agent sign the note as evidence that the boy or girl was identified with the local organization, and that one or two of the local business men sign the note as evidence that the money would be spent for the purpose for which it was intended. It was specifically stated in the note that no financial obligation was incurred by any of the signers except by the boy or the girl.

Within three months after the foundation of the loan fund had been announced, more than ten thousand separate negotiations had been started and most of them had been completed. Nor did the influence of the loan fund stop with those who

borrowed from it. Hundreds of letters were received in the first three months alone, saying that because the parents, or the local banker, had seen the offer, the boy had been given his animal or had been permitted to borrow the money from the local bank.

Business began to interest itself in club work; civic organizations wanted to help; farm organizations were working hard to make the most of the movement. There was a need for some unit outside of the government to co-ordinate the activities of the many business and civic interests.

The result of this need was the National Committee on Boys' and Girls' Club work, of which such men as Walter W. Head, president of the American Bankers Association; Alexander Legge, president of the International Harvester Company; Thomas E. Wilson, president of Wilson and Company; L. J. Taber, master of the National Grange; J. W. Coverdale, secretary of the American Farm Bureau Federation; the Honorable Frank O. Lowden; and United States Senator Arthur Capper, farm paper publisher, were members. Mr. Meredith served as chairman of the committee for three and one-half years and as a member of the executive committee until his death.

As Mr. Meredith's own company grew, and he was less able to maintain a personal contact with all of his employees, he instituted for the guidance of his personnel department, organization policies that

placed emphasis on the desirability of building and maintaining an intensely loyal group of employees. He believed firmly in the desirability of reducing labor turnover to a minimum, in spite of the fact that seasonal variation in the publishing business makes a fairly high percentage of turnover necessary.

He developed the "Five Year Club," a group of employees who have been in the continuous employment of the Meredith Publishing Company for five years. The members of that group carry engraved gold watches presented to them at the Christmas party following the completion of their five years of service.

This Christmas party, now traditional, deserves more than a passing mention. Each year, every employee in the Meredith organization is a guest at the Christmas party—there is turkey, a Christmas tree, presents, and a Santa Claus. Each summer, Mr. Meredith was host at a picnic to which all the employees and their families were invited.

These activities were more than a gesture on Mr. Meredith's part. He was vitally interested in them, made it a point to attend them, and enjoyed them tremendously. The fact that nearly half of the 550 employees of the company are members of the Five Year Club is indicative of the correctness of Mr. Meredith's conception of an employer's duty to his employees. Too, there are 10-year, 15-year, 20-year,

and 25-year clubs, and at a time just 28 years after the founding of Successful Farming.

He created innovations in farm paper publishing practice that since have been generally accepted. In a period when "truth in advertising" seemingly was not a greatly sought-after virtue, Mr. Meredith announced, "We believe that every advertisement in this paper is backed by a responsible person. But to make doubly sure we will make good any loss to paid subscribers sustained by trusting any deliberate swindler advertising in our columns and any such swindler will be publicly exposed." That appeared at the top of the editorial column of Volume 1, Number 1, of Successful Farming.

Not long afterwards, the wording of the guarantee was made even more positive: "If you purchase any article advertised in Successful Farming, whether you buy it of the local dealer or directly from the advertiser, and it is not as represented in the advertisement, we guarantee that your money will be returned to you."

Back in the days when patent medicine advertising was the backbone of most publication advertising revenues, Mr. Meredith was in the van of those who were fighting the bad advertising practices of the cure-all nostrum makers. He refused to carry their advertising in the columns of his papers.

The problem of adequately protecting the farmer

in a changing economic situation challenged him, and again he played a leading role. It was his belief that attempts to increase the value of farm products should start with production control rather than with an attempt to dispose of a surplus after it has been produced. And he developed a plan which has all the earmarks of being fundamentally sound.

He was ever in the forefront of the movement for better farming methods and better farm homes. He recognized and believed thoroly in America's need for an emphasis on the family life in the individual home.

Nor did Mr. Meredith's influence end with the agricultural field and its closely allied industries.

As a banker, his opinions were valued highly. He was a member of the board of directors of the Iowa National Bank, Des Moines' largest financial institution, and was a member, for a time, of the board of the Iowa Trust and Savings Bank. When the federal reserve banks were established, Mr. Meredith was named a director of the Federal Reserve Bank of Chicago, the control bank of that federal reserve district. His opinions were sought and widely published in banking and insurance papers.

His influence in educational circles was very definite. He was a trustee of Drake University, of Simpson College, and of Des Moines University, the institution that a score of years after Mr. Meredith's

matriculation absorbed Highland Park College.

He was interested in good roads because he was convinced they were very necessary to a universal high standard of living. And as usual, his interest took definite form. He founded the Jefferson Highway, the well-marked highway that connects the Gulf of Mexico with Canada; he was president of the Jefferson Highway Association, and was vice-president of the Iowa Good Roads Association.

In the field of American business he was recognized as an outstanding figure. At the annual meeting of 1915, the Chamber of Commerce of the United States elected him to its directorate representing the Seventh District, the states of Iowa, Minnesota, North Dakota, South Dakota, and Nebraska. He was re-elected in 1917. In 1923, the board of directors chose Mr. Meredith to fill the unexpired term of the Seventh District representative who had resigned. Again in 1925, he was re-elected to the board.

As a director of the Chamber of Commerce of the United States, he headed the important agricultural service committee of that organization, and was chairman of the agricultural committee of the Des Moines Chamber of Commerce.

As a farm paper publisher, he was honored by the Agricultural Publishers Association, being elected to the vice-presidency, and later to the presidency.

In his own profession, advertising, his abilities were signally recognized for he was chosen president of the Associated Advertising Clubs of the World, the organization now known as the International Advertising Association.

Mr. Meredith was an enthusiastic Mason, one of the few honored with the active 33rd degree, as the Sovereign Grand Inspector General in Iowa, of Scottish Rite Masons.

Labor always received a sympathetic understanding from Mr. Meredith. In the more than thirty-two years that Mr. Meredith operated his own publishing plant, and during a period when labor disturbances were frequent, there was never a bit of difficulty between labor and the Meredith Publishing Company. His viewpoint of the relation between labor and capital was wider than the purely local situation in his own company.

In recognition of that fact, he was made a member of the labor commission that President Wilson sent to the Continent and the British Isles in 1918. He spoke frequently overseas before groups of workers and on his return to this country, was widely quoted as to labor and industrial conditions in war-torn Europe. In the two state political campaigns in which Mr. Meredith was the Democratic candidate, organized labor accorded him its hearty support.

Altho Mr. Meredith first voted as a Republican,

he decided that the Democratic principles more closely paralleled his own ideas and he transferred his allegiance to the Democratic party. He changed his political faith, well knowing that Iowa had always been, and probably would remain for some time, a solid Republican state.

When the Honorable David F. Houston, serving as secretary of agriculture in President Wilson's cabinet, succeeded the Honorable Carter Glass as secretary of the treasury, Mr. Meredith was chosen by the war-time President as secretary of agriculture.

When a member of the Board of Excess Profits Advisors he held the friendship of American business men. Another war-time activity was the result of his appointment to the navy commission on training camp activities. For close to two years, he served his country as a "dollar a year man."

Finally, as a climax to his political activities, came the day when Mr. Meredith was chosen as the figure around which the McAdoo dry Democrats could rally after the now famous Democratic convention of 1924.

Early in 1928, when the campaign of that year was getting under way, Mr. Meredith was prominently mentioned as the compromise candidate—a logical thing, for after days of deadlock at the 1924 convention, Mr. Meredith's name was offered and polled close to 200 votes before the swing toward Mr. Davis became pronounced.

Mr. Meredith was an ardent supporter of prohibition. That, together with the questions of farm relief, tariff reform, adequate military preparedness, definite foreign policies, and tax readjustment were the political issues of 1928 as Mr. Meredith saw them. The formation of definite state department policies to guide America's relations with foreign countries was a question of great interest to Mr. Meredith because of his energetic support of sound movements to promote world peace. His sympathies were as broad as the world.

But before the pre-convention campaigns could much more than get under way, Mr. Meredith's health had failed him.

On June 17, 1928, Mr. Meredith died. He was only 51 years old.

The story of Edwin T. Meredith's life is a thing of inspiration, a story of happiness mixed with bits of disappointment, a story in which the hero moves rapidly to his place at the top—it may be "highly improbable," it may be "totally impossible"—but it happened.

The Memorial Service

THE imposing auditorium of the Shrine Temple, in Des Moines, was filled the afternoon of Sunday, March 24, 1929, when the citizens of Mr. Meredith's home city met to do honor to his memory.

Lafayette Young, Jr., former Des Moines newspaper publisher, as chairman of the Memorial Service, told the story of Mr. Meredith's work for Des Moines and Iowa.

From Raleigh, North Carolina, came the Honorable Josephus Daniels, secretary of the navy in President Wilson's cabinet at the same time that Mr. Meredith served as secretary of agriculture, to pay tribute to Mr. Meredith. He told of Mr. Meredith's service to his country, of his service during the war and the difficult days that followed the armistice, of the enthusiasm and energy with which he attacked the problem of reorganizing the Department of Agriculture, and restoring its flagging morale.

Centered on the flower-decked stage of the auditorium was the portrait of Mr. Meredith, painted for and now hung in the gallery of the Iowa Historical Building. Hung in the Iowa Historical Gallery, are the portraits of only those Iowa men whose services to the state and to the nation have been outstanding.

From His Magazines

HOW inadequate are words to express one's emotions at the passing of a great and good friend! Far better would it be could we clasp you by the hand and, standing silently, read each other's thoughts as we recalled events in the life of our beloved publisher and editor, E. T. Meredith, who passed from this life June 17.

For weeks after the news of his critical illness reached the newspapers, we were asked about his condition by men and women on farms, in towns, and in the great cities. The far-reaching influence of his noble life must ever stand as an inspiration to us upon whom he placed the responsibility of carrying on his work.

Starting life as an obscure farm boy and with no special advantages, he became a distinguished national figure in a remarkably short time. His actions were ever guided by his famous three I's—Integrity, Industry, and Imagination. Fortunate, indeed, are the millions of readers of Successful Farming and we, his associates, to have as an inspiration so fine an example of a great heart and a noble mind.

While great honors were his reward, it is our

opinion that they meant less to him than a letter of appreciation from some farm boy or girl whom he had helped. Because his own boyhood days and their struggles were always fresh in his memory, he made thousands of unsecured loans to farm young folks that they, too, might make a start. A criticism from one reader was always of sincere concern to him.

Only his modesty kept you from knowing how incessantly he worked as secretary of agriculture and afterward to convince the business world that its interests are interlocked with those of agriculture. He wanted a national policy that would give you who are engaged in farming the same high position enjoyed by those in other industries.

Mr. Meredith believed in keeping his goal so far ahead of him that there could be no chance of reaching it. He knew that he could never accomplish all the work he had undertaken. Thruout his life he endeavored to impress upon his associates the ways by which they could be of most service to mankind.

Now he is gone but his high ideals and purposes will be carried on by us with whom he trusted his burden when his work was done. We will ever strive to honor his memory by continuing to advance Successful Farming toward the goal he had set for it.

We pledge to you loyal friends in a million farm homes a continuance of the same spirit of helpfulness that has guided us in the conduct of this magazine

during the life of our mutual friend and counselor, E. T. Meredith.—Successful Farming, *August, 1928*

FEW men have set examples that will parallel that of E. T. Meredith. Born of humble parents on a pioneer Iowa farm he endured all the privations of those early days on the plains. Yet he rose to high positions of political and social prestige, and also achieved the distinction of almost unparalleled success in the farm publishing field.

Thru all this he never forgot his boyhood and always maintained the same feeling of personal brotherhood for every tiller of the soil. It was that same loyalty that caused him to make unsecured loans to thousands of farm boys and girls long before 4-H club work and vocational schools were known. It has made of him and his organization one which will always enjoy a feeling of comradeship wherever rural thinking is done. One of our friends has well said: "The president of a great nation, men prominent in international affairs, leaders in many lines of activity pay tribute to the memory of a great man who has passed beyond the petty triumphs and cares of this world. Yet I believe in his last great sleep these tributes from the mighty mean less to Mr.

Meredith than did the tearful grief of some farm boy who is today enjoying an opportunity made possible by the generosity and faith of your fallen chief."

It is just such sentiment as this that has stamped forever the name of Meredith and The Meredith Publications in the minds of rural America. As secretary of agriculture and in many other ways he was honored in the business, political, and social world. But when the final analysis is made his true greatness lies in this living memorial which will carry on and on as a service to the American home, the farm, and the dairy industry.

Several years ago he became intensely interested in dairying on account of its relation to agricultural prosperity and national health. It was for this reason that he established an outstanding dairy farm, and purchased The Dairy Farmer. One of his sources of joy at the last was that he had lived to see The Dairy Farmer recognized as a permanent factor in the industry, and in splendid position to carry on his ideals.

Our chief is gone. His fight is over; his victory won. Our hearts are heavy. He was a friend and a counsellor, patient, kind, and understanding with everyone. He taught us thoroly the principles of the three "I's"—integrity, industry, and imagination—that he himself lived so well. But even in death he has won his greatest victory, for thru the dark cloud

a silver lining is revealed, and the fourth "I"—inspiration—is calling us forward. We will carry on as he would have us.—The Dairy Farmer, *August, 1928*

AS THESE pages were going to press there passed out of this life the man whose vision created Better Homes and Gardens. Into a fair new home, not made with hands, graced by the gardens which are mankind's deathless dream, he has gone.

We can but faintly trace the achievements of Edwin T. Meredith on this page. Their reach was too great even for the bounds of this magazine. In our sorrow the best we can do is to give the message of a flower to our loved chief, whose spirit still lives, as the inner hearts of blossoms live, on and on, thru the changing seasons.

Serving his country as a true patriot, he held dear to his heart the cause of those who love the soil and those who labor. Besides being intensely active as a publisher, he was, in late years, secretary of agriculture in President Wilson's cabinet, member of the Board of Excess Profits Advisors, member of the British War Commission, chairman of the agricultural service of the United States Chamber of Commerce, and founder of the Jefferson Highway.

In many other illustrious capacities he earned the unbounded admiration and respect of those about him, because of his fine enthusiasm, his sincerity, his love for the people, which scorned the arts and devices of demagoguery. Many times he was urged by men in high place to become an active candidate for the Presidency.

With his magnificent far-sightedness, he built an organization that is highly determined to perpetuate his friendly, human touch and practical ideals, for those who were associated with him feel that this magazine must be a faithful monument to his genius and to his great heart.

Sixteen years ago Edwin T. Meredith conceived the idea of Better Homes and Gardens. He foresaw the need and demand for such a magazine. He himself was a devoted lover of home and garden. Because of the World War and other intervening circumstances, the fruition of the dream was not to come until a decade later. Then came realization, and with it came the joy of creating a loved object. How well he dreamed is now known to millions of home-lovers from ocean to ocean.

The friends of Better Homes and Gardens may be certain that we who have been about him during his life have caught the vivid enthusiasm of his dreams and are resolved to carry on in a way that will interpret his wonderfully fine and sweet spirit. This we

will do to the best of our ability, so that these pages may ever bear the consecration and benediction of one of earth's noblest men.

We miss his engaging and almost boyish smile, his warm handshake. We miss his remarkable personality, his friendly, inspiring way, which was like a breath of fragrant spring air. We will be true to his confidence and strive to be worthy of his hopes.
—Better Homes and Gardens, *August, 1928*

EARNESTNESS and sincerity look out from the eyes of our friend. We feel that he is still looking steadfastly into our hearts, and his wish, if it could be expressed, would be that the members of the organization which he made possible might carry on, with undiminished vigor and enthusiasm, the task that lies before.

Edwin T. Meredith was more than "Chief." He was a dear friend to all of us. Nothing gave him more delight than to see "the family" of more than 500 persons happy. Words are poor things with which to honor such a man; in high purposes and deeds can we best serve. In sorrow we give our flowers of remembrance, and in loyalty to his memory we pledge renewed energy and enthusiasm

for the accomplishment of the things he loved.—Among Ourselves, *June, 1928—the Meredith employees' house-organ*

From the Press

EARLY in the spring of 1920 William Jennings Bryan said in speaking of Edwin Thomas Meredith: "He should be the next president of the United States." . . .

No brilliant streak of luck came to him, no theatrical turn of a card brought him up from the bedrock of poverty to be a millionaire publisher, a member of the presidential cabinet.

His farm life, his early struggles, the fight he made to get an education, all left their mark on Meredith. He always showed sympathy for the American boy or girl trying to "get somewhere" in the world.

A side to Meredith which is best known to his closest personal friends and those who work for him is his readiness to lend a helping hand.

His publications have more "service" departments which "serve" more lines of endeavor than many others.

His was the idea of lending money to boys and girls with which to buy a pig, a cow, a sheep or any animal wherewith to make a start.

His purpose in doing this was threefold:

To interest the boy or girl in the farm.

To increase farm production.

To teach the boy or girl primary business principles.

He is quoted as saying—and it is his strong belief:

"Keep the farm boy or girl on the farm. To do this you must make the farm interesting to them. You must make its attraction as great as that of the city."

"I have known Meredith often to hire a young man who had apparently failed elsewhere," said a close personal friend of the publisher.

"I have heard him say, 'What does it matter if he has failed so far? Think how close I came to failing at times. A small thing—any circumstance—might have meant the difference between failure and this big, successful million dollar business. If I give him another chance, he may do as well as I have done.' "

—The Public Ledger, *Philadelphia*

DYING in the early fifties Mr. Meredith has without any adventitious aids either of education or property made himself a national figure in the business and political world. He owed a notable success to his own unaided efforts and to an inheri-

tance of energy and the optimism that goes with energy.

Such a man is the reassurance of Americanism. So long as the Hoovers can come from the blacksmith shops of little West Branch, and the Smiths from the back streets of New York City, and the Merediths from the printing presses of a depleted little organ of popular unrest, and in the fifties be the leaders, no mistake of public policy will be enough to disturb the calm confidence of the masses of the people.

Of course Mr. Meredith had it in him. But there must be the equality of opportunity, the readiness to recognize talent, the willingness of business and politics to give the ambitious man from the ranks room at the top, that America has announced for more than one hundred years and today exemplifies to the world in every important relation.

Mr. Meredith won his success with the cordial approval of everyone who knew him because in the midst of it all he remained the same cordial enthusiastic helping friend, the same energetic promoter of the public good. He was committed by his inheritance to a program of reform, and his own success never blinded him for a moment to the importance of the changes he urged. His enlarged field only contributed to the scope of his endeavor.

It is fortunate that the Hoovers and the Smiths are not being taken in the early fifties. Mr. Meredith had a splendid prospect before him. It is not only his loss but the loss of the state that he is gone. But that being as it is, it is fortunate that he leaves a life story that will be an inspiration to every struggling boy in Iowa and the Middlewest. What he did opens the door of opportunity a little wider for those who come into life with only willing hands and courageous hearts.

—The Des Moines Register

DEAD at the age of 51, Edwin T. Meredith may fairly be called one of the unsung martyrs of agriculture. There can be no doubt that he wore his health out by his extraordinary labors in the study of the farm problem in the last few years.

Much is heard of "Political farm leaders" and of those who "farm the farmer." Anybody who attempts to do anything at all for agriculture may fairly expect to meet opposition in such terms. But little is known of those men who, their sense of justice rawly offended by the undoubted inequality visited upon the farmer, have devoted their time to his cause with an almost fanatical devotion.

—Chicago Journal of Commerce

THE untimely passing of Edwin T. Meredith, Des Moines publisher of farm publications, will occasion keen regret in both farm and business communities of the country. Mr. Meredith was a man of culture, ability, and delightful personality. His interest in successful agriculture amounted to a passion. He was an eloquent pleader for the aid of the business and industrial interests of the country in solving the problems of the farm, and as a reason for this co-operation he was able to set forth with telling force and clarity the mutuality of dependence of rural and urban business.

—MINNEAPOLIS TRIBUNE

IT IS not so often that editorial ability and business acumen are combined in one person. Frequently editors know better how the practical affairs of life should be conducted than how to conduct them. Edwin T. Meredith was not of that commonplace type. To fine ability as an editor of farming publications in Iowa he joined good business judgment. He borrowed money to engage in the business of serving the farmers thru publications that understood and sympathized with their needs, and he made a great success of his venture.

—MEMPHIS COMMERCIAL APPEAL

THE death of Edwin T. Meredith, Des Moines, Iowa, on June 17, has removed from the ranks of progressive leaders of agriculture one of its foremost figures. As a former secretary of agriculture, as publisher of farm magazines whose circulation is numbered into the millions; and as champion of the 4-H Club work among farm boys and girls, Mr. Meredith has indelibly stamped his personality on our industry.

For what he has thus accomplished in helping young farmers into their life work, Mr. Meredith deserves an enduring monument.

—THE BUREAU FARMER—*Official Publication of American Farm Bureau Federation*

EDWIN T. MEREDITH exemplified those virtues of which Americans are peculiarly proud. He was independent, courageous, resourceful, neighborly. He did his own thinking, made his own way, struck out for the frontiers of enterprise, and yet stood always ready to work with others wholeheartedly for the common weal . . .

The farm, as he viewed it, was not a thing apart from the country's common life but was vitally interwoven with the entire fabric of industrial, com-

mercial, and human concerns. He cherished the privilege of having begun his life work on the soil, and deemed it the highest of opportunities to be of use to those who labored there.

—ATLANTA JOURNAL

DIGNIFIED and rather reserved, Mr. Meredith was a gentleman of the highest standing. He was a man of strong principle, unswerving in his devotion to these principles, and was never known to compromise on any matter in which he believed that he was in the right. He was a strong advocate of prohibition, and while many disagreed with him in his views, all respected his sincerity and good faith.

In his death Iowa has lost one of her noblest sons and many will grieve over his passing.

—DAVENPORT (*Iowa*) DEMOCRAT

DURING the latter part of the Wilson Administration he was secretary of agriculture and in that capacity did a unique work in bringing to business organizations a knowledge of agricultural conditions. Recent indications that manufacturers and financiers appreciate the fact that the United States

has a contributing agricultural problem may be traced in large measure to his efforts.

—THE OUTLOOK

MR. MEREDITH never wavered in his faith in the League of Nations. To him a tribunal with power to enforce its decisions is a sine qua non to world peace. He was a member of the Iowa Executive Committee. He contributed liberally to organization work. Iowa will miss him greatly.

He was a man with a big heart and undoubted integrity. His sympathies were as broad as the world. His place will be hard to fill.

—LEAGUE OF NATIONS CHRONICLE

THE death on June 17 of Edwin T. Meredith, secretary of agriculture from February 2, 1920, to March 3, 1921, removes from the world's activities at the early age of 51 years an able and ardent champion of American agriculture and country life. Called to head the Department at a critical period of its history, he gave to its service a distinctively dynamic and sympathetic leadership. In little more than a year's time he succeeded in the face of great difficulties in greatly stimulating and reinvigorating

the Department's work, strengthening the morale of its personnel, broadening its contacts, and widening its support as an essential agency serving the needs of the entire nation. Necessarily these notable achievements were brought about with the active co-operation of many people, but to an unusual degree they represented a personal accomplishment.

—EXPERIMENT STATION RECORD *for August, 1928, published by the United States Department of Agriculture*

E. T. MEREDITH was an asset to Iowa's growth, an exponent of American possibilities and successful business energy. His real failure was in not conserving his health during his exemplary rise in prosperity and politics.

—CATHOLIC MESSENGER, *Davenport, Iowa*

TO A MILLION persons, Mr. Edwin T. Meredith, who died in Des Moines, Iowa, this week was not known as President Wilson's secretary of agriculture, nor, yet, as one of the Presidential nomination aspirants at the Democratic National Convention in Madison Square Garden in 1924, but

as creator and publisher of that most delightful little magazine called Better Homes and Gardens.

Not a high degree of philosophy should be needed to make a man feel that establishing such a publication in the hearts of a million home-loving Americans was a greater thing than to be President.

—AMITYVILLE RECORD, *Amityville, New York*

THE chief inheritance of Edwin T. Meredith was an intuition of right living dating from his early youth and an intensely persistent effort or striving to succeed beyond the ordinary. This success was not attained without much self-denial, keen disappointments and even most discouraging and irksome toil during his earlier efforts.

Thus, this noble and notable character, who always shunned frivolity and who was singularly mindful of the well-being of all the people in his employ, when he had achieved signal success came to be an associate of presidents and other noted men of our nation.

—THE IOWA UNIONIST

E. T. MEREDITH, dead in Des Moines at the early age of 51, was one of those Democrats com-

monly named when presidential possibilities were discussed. . . .

For four years at the end of the war Mr. Meredith was engaged in various tasks for the Federal Government. He is best remembered in Washington as Mr. Wilson's last secretary of agriculture. As his service in this task covered only 14 months during which the President was generally absent or ill, he was never in very close personal relations with Mr. Wilson. But it was generally felt, then and since, that no one in the country was better equipped by talent and by devotion to its cause to represent agriculture in the Cabinet of the President.

—New York World

MR. MEREDITH will be greatly missed from the circles of his publisher friends. As an individual he was most lovable and his influence has been constructive. He did much to help lift the farm paper publishing industry to its present high level of efficiency and effectiveness. We all owe him a debt of gratitude and deeply sympathize with his loved ones in his passing. Whatever the comfort, they have the consciousness of knowing that his life as an American citizen was tremendously worth while.

—Southern Ruralist

BECAUSE of his going the farm boys and girls of America lost a noteworthy champion who for years devoted time and substantial resources to their welfare. Mr. Meredith was a leading and powerful member of the National Committee on Boys' and Girls' Club work and his loss is keenly felt by all the Committee members and officers. His contribution to the farm boys and girls of the nation is written in the records as one of his outstanding achievements, the influence of which will be felt for generations to come.

—NATIONAL BOYS' AND GIRLS' CLUB NEWS

The Resolutions

RESOLUTION PASSED AT TWENTY-FOURTH ANNUAL CONVENTION OF THE INTERNATIONAL ADVERTISING ASSOCIATION AT DETROIT, JULY 8 TO 12, 1928

IT IS as natural to die as to be born, and to the little infant, perhaps one is as painful as the other. It is worthy the observance, that there is no passion in the mind of man so weak, but it makes and masters the fear of death, and therefore death is no such terrible enemy when a man hath so many attendants about him that can win the combat of him. Revenge triumphs over death, love slights it, honor aspireth to it, grief flieth to it, fear preoccupieth it, pity provoketh it.

He that dies in an earnest pursuit is like one wounded in hot blood, who, for the time scarce feels the hurt, but above all believe it, the sweetest canticle is Nunc Dimittis; when a man hath obtained worthy ends and expectations. Death hath this also that it openeth the gate to good fame.

So died E. T. Meredith.

The hand that writes our destinies has brought to a close the final chapter in the career of that one of

our most devoted members to whose high character and ability we had all learned to look for leadership and this loss has filled our hearts with sadness and brought forth on every hand expressions of deep sorrow and regret from those who knew and loved him best, now therefore, be it

RESOLVED, That the International Advertising Association in its twenty-fourth annual convention assembled, pay a final tribute to the memory of E. T. Meredith by all standing for a moment in silent recognition of his many and great services to this Association and to its individual members, and be it further

RESOLVED, That a copy of this resolution be spread upon the minutes of this meeting and sent to the family in Des Moines.

RESOLUTIONS BY THE BOARD OF DIRECTORS OF THE CHAMBER OF COMMERCE OF THE UNITED STATES OF AMERICA

IT IS with a profound feeling of sorrow that the Board of Directors of the Chamber of Commerce of the United States records the death of Edwin T. Meredith, at Des Moines, Iowa, June 17.

As a member of the Board for nine years, as secretary of agriculture, and administrator of public affairs in various offices, and as editor he contributed largely to the molding of national economic policy. To the consideration of the questions it involved he brought an unflagging interest in agriculture as one of the basic industries upon which rests the wellbeing of the country and the possibilities of its material advancement. He weighed the larger problems with which he had to deal in the wholesome perspective of a broad sympathy for those who sow and reap the harvests of the soil.

In recognition of the service he has rendered and of his influential leadership in the molding of public opinion the Board of Directors of the Chamber orders this resolution spread upon its minutes

together with an expression of its sympathy for those who in the death of Mr. Meredith have suffered a personal bereavement.

ATTEST:

D. A. SKINNER, *Secretary*

WM. BUTTERWORTH, *President*

RESOLUTION OF THE AGRICULTURAL PUBLISHERS ASSOCIATION

WHEREAS: the Almighty in His infinite wisdom has seen fit to remove from our midst Edwin T. Meredith, and

WHEREAS: Mr. Meredith, has for many years been a valued and much loved member of the Agricultural Publishers Association, whose voice has ever been heard with respect in its councils, and

WHEREAS: the Agricultural Publishers Association considers the passing of Mr. Meredith to be a distinct loss, not only to the agricultural publishing business but to the entire advertising and business interests of the country;

THEREFORE BE IT RESOLVED: that the Agricultural Publishers Association, now in session at Detroit, Michigan, does stand in silence as a tribute of respect to the memory of Mr. Meredith; and

BE IT FURTHER RESOLVED: that a copy of these resolutions be spread upon the minutes of the Association and that copies be sent to Mrs. Meredith and to the Meredith Publishing Company.

RESOLUTION OF THE SUPREME COUNCIL

[MOTHER COUNCIL OF THE WORLD]

OF THE THIRTY-THIRD AND LAST DEGREE

OF THE ANCIENT AND ACCEPTED SCOTTISH RITE

OF FREEMASONRY OF THE SOUTHERN JURISDICTION OF THE UNITED STATES OF AMERICA

Without a sign his sword a brave man draws
And asks no omen but his country's cause.

To All of the Obedience of Our Supreme Council

Very Dear Brethren:

A great leader has finished his earth's activities; a leader in agriculture, in industry, in commerce, in city, state and union, in all that appertains to the welfare of country and humanity, and in the undying principles of Freemasonry. His loss is irreparable, and we of his brotherhood feel it most keenly of all, therefore sorrow shall be our portion until we too shall have passed on. His gentle nature, his responsive smile, his hearty handclasp, his comradeship, his wise counsel, his helpfulness, we shall know no more except in loving memories as life's shadows fall athwart our pathways.

He gave his honors to the world again,
His blessed part to Heaven, and slept in peace.

Upon receipt of this, let the usual procedure obtain, be noted in the minutes, and the usual mourning custom observed.

May our Father, who is in Heaven, have all who were near and dear to our departed Brother in His Holy keeping.

John H. Cowles,
Sovereign Grand Commander,
Southern Jurisdiction, U. S. A.

RESOLUTION OF THE EXTENSION SERVICE

BE IT RESOLVED by the Extension Service assembled in its sixteenth annual conference, that in the death during the past year of Mr. E. T. Meredith progressive agriculture has suffered an irreparable loss. Mr. Meredith pioneered in the development of 4-H Club work and was very directly responsible for the establishment of the National 4-H Club Committee. As United States secretary of agriculture and as chief of a great farm journal publishing plant, he staunchly supported and inspired those engaged in educational work in agriculture. Therefore as extension workers we wish to acknowledge our debt of gratitude and express our regards and lasting sympathy to the Meredith family and the staff of Meredith Publications.

R. K. BLISS, *Director,*
Iowa Extension Service,
Ames, Iowa.

November 2, 1928

RESOLUTION BY THE DEMOCRATS OF IOWA

RESOLVED by the Democrats of Iowa, as brothers in the fight for farm equality of opportunity, that we hereby express our love and respect for the memory of our distinguished leader, E. T. Meredith, called by our Heavenly Father out of suffering into peace and honor, which is the reward of faithful service, and we send his family our sympathy in their bereavement, and our promise that inspired by his example we pledge ourselves to unselfish service for our country, our state, and our Democratic faith.

Des Moines, Iowa,
July 28, 1928

RESOLUTION OF THE DES MOINES CHAMBER OF COMMERCE

WHEREAS, Edwin T. Meredith has been removed by death from among us, and

WHEREAS, the late Mr. Meredith has rendered unusual and conspicuous service to this Chamber of Commerce and to the Chamber of Commerce of the United States of America, serving as both Director and President of the Des Moines Chamber of Commerce, and as Counselor and Director of the Chamber of Commerce of the United States of America, and as Chairman of the Agricultural Service of the Chamber of Commerce of the United States of America, and

WHEREAS, Mr. Meredith has served the city in numberless ways in commercial, civic, and business enterprises, and

WHEREAS, since his influence has been felt and given to every patriotic, philanthropic, and forward movement and enterprise, both in his own State and in the Nation, it is both fitting and proper that the Des Moines Chamber of Commerce should recognize these services—

THEREFORE, BE IT RESOLVED by the Des Moines

Chamber of Commerce that we hereby acknowledge our debt of gratitude for this unusual and exemplary service rendered by Mr. Meredith and pay our tribute to him as a man, as a citizen, and as a community builder, and to the fine spirit which he manifested in every walk of life.

Be It Further Resolved that a copy of these resolutions be spread upon the minutes of the Chamber of Commerce and that a copy thereof be sent to the bereaved wife and family.

George Casson,
John Cowles,
Committee

RESOLUTION OF THE SEVENTH ANNUAL CONVENTION OF THE 4-H CLUB CONGRESS

IN THE death of Mr. E. T. Meredith, 4-H Club Work and rural youth lost a strong sympathetic friend, a virile leader, and a clear thinker. He gave unselfishly and untiringly of his time and talents and money that the ideals of 4-H Club Work might be projected in every rural community and become a guiding principle in the life of all farm boys and girls.

His clear understanding of rural life and its problems led him to work with all his strength of character and forceful personality for the perpetuation of those homely and virile things of farm life that have meant so much in the proper balance of our national life and in the development of leadership in the nation. This he did personally and thru his publications. As secretary of agriculture, he exemplified a statesmanship that won a place for him among the foremost leaders of our nation.

As Chairman and member of the Executive Committee of the National Committee on Boys' and Girls' Club Work, he lent his best thought and energies and financial aid to the problem of making

the work of the committee an inspiration to every club member to live up to his God-given powers. His efforts, particularly in the pioneer stages, have done more than is generally known toward making the 4-H Club Congress what it is today.

In his loss, we, his associates and friends feel an inexpressible sorrow. To the bereaved, in their infinitely greater loss, we wish to offer this inadequate expression of appreciation of the wonderful life, and extend our deepest sympathy.

4-H Club Leaders and Delegates
to Seventh National 4-H Club
Congress.

Chicago, Illinois,
December 4, 1928,
Hotel Sherman

RESOLUTION OF THE NATIONAL COMMITTEE ON BOYS' AND GIRLS' CLUB WORK

WHEREAS, God in His wisdom has seen fit to take from our midst Mr. Edwin T. Meredith, and whereas, Mr. Meredith was one of the principal organizers and first Chairman of the National Committee on Boys' and Girls' Club Work and rendered signal service in this position, working faithfully for the progress of the 4-H Clubs because of what they mean to the rural boys and girls and the agriculture of the nation, therefore, be it resolved that the members of the National Committee on Boys' and Girls' Club Work in annual session assembled December 3, 1928, do hereby express their sincere and heartfelt appreciation for the service, devotion and comradeship of Mr. Meredith, and they extend their sympathy to the remaining members of his family and to his business associates.

BE IT FURTHER RESOLVED, that a copy of this resolution be spread upon the official records of the National Committee and copies sent to the family and business associates.

This little volume,

from the private library

Mr. Robert A. Long,

is presented to you in his memory

by his daughters

Mrs. Loula Long Combs

Mrs. Sally Long Ellis

UNIVERSAL
LIBRARY

116 901

UNIVERSAL
LIBRARY